

Last Received: 10/08/2012 8:06 AM

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# C09C15
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C09C15
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm) WASHINGTON
Sales Office () JAMIE ANDRUS
Salesperson ()
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	10P-1035P	10 P NEWS	:30	\$1,750.00	10/09-10/12	3	1	3	\$5,250.00	
Rating: 7.3												
Buyline Comment: 1/DAY												
	4	M	10P-1035P	10 P NEWS	:30	\$1,750.00	10/15-10/15	1	1	1	\$1,750.00	
Rating: 7.3												
	5	SA	10P-1035P	10 P NEWS	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	
Rating: 5.6												
	6	TH	9P-10P	10/11 ONLY	:30	\$1,100.00	10/11-10/11	1	1	1	\$1,100.00	
Rating: 2.1												
	7	SA	6P-630P	6PM NEWS	:30	\$185.00	10/13-10/13	1	1	1	\$185.00	
Rating: 3.6												
	8	SU	1105P-1130P	BYU COACHES	:30	\$100.00	10/14-10/14	1	1	1	\$100.00	
Rating: 1.0												
	9	W	9P-10P	CHICAGO FIRE	:30	\$1,300.00	10/10-10/10	1	1	1	\$1,300.00	
Rating: 6.1												
	10	TU-W,F	2P-3P	DAYS OF OUR LIVES	:30	\$80.00	10/09-10/12	3	1	3	\$240.00	
Rating: 1.1												
Buyline Comment: 1/DAY												

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Flight Dates	10/09/2012 - 10/15/2012
10/09/2012 - 10/15/2012	

Hiatus Weeks

Rep Firm

Sales Office (

Sales Office (Salesperson (

CONFIDENTIAL)

Salesperson Phone#

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---	---	----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	13	M	2P-3P	DAYS OF OUR LIVES	:30	\$80.00	10/15-10/15	1	1	1	\$80.00	
	Rating: 1.1											
	14	TH	7P-9P	DEBATE 10.11,16,22	:30	\$2,500.00	10/11-10/11	1	1	1	\$2,500.00	
	Rating: 4.4											
	15	TU-TH	3P-4P	DR PHIL	:30	\$50.00	10/09-10/11	3	1	3	\$150.00	
	Rating: 1.1											
	Buyline Comment: 1/DAY											
	18	M	3P-4P	DR PHIL	:30	\$50.00	10/15-10/15	1	1	1	\$50.00	
	Rating: 1.1											
	19	SA	630P-7P	GAME NIGHT	:30	\$60.00	10/13-10/13	1	1	1	\$60.00	
	Rating: 2.9											
	20	F	630P-7P	GAME NIGHT LIVE	:30	\$120.00	10/12-10/12	1	1	1	\$120.00	
	Rating: 2.4											
	21	TU-TH	4P-5P	KATIE	:30	\$140.00	10/09-10/11	3	1	3	\$420.00	
	Rating: 2.0											
	Buyline Comment: 1/DAY											
	24	M	4P-5P	KATIE	:30	\$140.00	10/15-10/15	1	1	1	\$140.00	
	Rating: 2.0											
	25	TU-TH	630P-7P	KSL 5 NWS-6:30	:30	\$400.00	10/09-10/11	3	1	3	\$1,200.00	
	Rating: 3.7											
	Buyline Comment: 1/DAY											
	28	M	630P-7P	KSL 5 NWS-6:30	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	Rating: 3.7											

Rep Order#	7910830	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	Printed:	10/08/2012 10:10 AM	
EC'd	Yes							Last Received:	10/08/2012 8:06 AM		
										Showing Buylines:	All Lines

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	29	TU-F	1135P-1235A	LATE NIGHT	:30	\$50.00	10/09-10/12	4	1	4	\$200.00	
Rating: 1.9												
Buyline Comment: 1/DAY												
	33	M	1135P-1235A	LATE NIGHT	:30	\$50.00	10/15-10/15	1	1	1	\$50.00	
Rating: 1.9												
	34	SU	8A-9A	MEET THE PRESS	:30	\$10.00	10/14-10/14	1	1	1	\$10.00	
Rating: 2.2												
	35	SU	10A-1030A	MORMON TIMES	:30	\$100.00	10/14-10/14	1	1	1	\$100.00	
Rating: 4.3												
	36	SU	930A-10A	MUSIC & SPOKEN	:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
Rating: 5.4												
	37	SU	4P-430P	NEWS	:30	\$135.00	10/14-10/14	1	1	1	\$135.00	
Rating: 1.6												
	38	SU	10P-1035P	NEWS	:30	\$900.00	10/14-10/14	1	1	1	\$900.00	
Rating: 7.3												
	39	TU-F	5P-530P	NEWS @ 5P	:30	\$375.00	10/09-10/12	4	1	4	\$1,500.00	
Rating: 3.6												
Buyline Comment: 1/DAY												
	43	M	5P-530P	NEWS @ 5P	:30	\$375.00	10/15-10/15	1	1	1	\$375.00	
Rating: 3.6												
	44	TU-F	6P-630P	NEWS @ 6P	:30	\$450.00	10/09-10/12	4	1	4	\$1,800.00	
Rating: 4.2												
Buyline Comment: 1/DAY												

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	69	M	5A-6A	TODAY	:30	\$10.00	10/15-10/15	1	1	1	\$10.00	
	Rating: 0.7											
	70	TU-TH	7A-8A	TODAY	:30	\$600.00	10/09-10/11	4	1	4	\$2,400.00	
	Rating: 2.7											
	Buyline Comment: 1/DAY											
	74	TU-TH	8A-9A	TODAY	:30	\$350.00	10/09-10/11	3	1	3	\$1,050.00	
	Rating: 2.0											
	Buyline Comment: 1/DAY											
	77	M	8A-9A	TODAY	:30	\$350.00	10/15-10/15	1	1	1	\$350.00	
	Rating: 2.0											
	78	SU	7A-8A	TODAY	:30	\$30.00	10/14-10/14	1	1	1	\$30.00	
	Rating: 1.5											
	79	TU-F	6A-7A	TODAY 2	:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
	Rating: 2.2											
	Buyline Comment: 1/DAY											
	83	M	6A-7A	TODAY 2	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	Rating: 2.2											
	84	TU-F	1P-2P	TODAY SHOW 3	:30	\$55.00	10/09-10/12	4	1	4	\$220.00	
	Rating: 0.9											
	Buyline Comment: 1/DAY											
	88	M	1P-2P	TODAY SHOW 3	:30	\$55.00	10/15-10/15	1	1	1	\$55.00	
	Rating: 0.9											

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---	---	---	---	---	---	---	---	---	---	---	---	---
---	89	TU-F	1035P-1135P	TONIGHT SHOW	:30	\$350.00	10/09-10/12	4	1	4	\$1,400.00	---

Rating: 4.2

Buyline Comment: 1/DAY

93 M 1035P-1135P TONIGHT SHOW 10/15-10/15 1 1 1 \$350.00

Rating: 4.2

--REPORT TOTALS--

Report Totals: 93 / \$30,480.00

--SALES MONTHLY TOTALS--

Oct 12: 93 / \$30,480.00

Sales Totals: 93 / \$30,480.00

Station Totals: 93 / \$30,480.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$101,600

CABL 0% KJZZ 0% KSL 30% KSTU 0% KTVX 0%

KUCW 0% KUTV 0% NSL 0% UNKN 70%

Books null

Demos RA35+